

Region 'has the potential to take the lead on

LET'S SET PACE FOR EVERYONE TO FOLLOW

measures that will help

Fair shares: Delta's Youth Climate Change

Lucy Field, aged 15, is one of a group of young people who are taking the lead on climate change in the region. She is the author of a book called 'Fair Shares: Fair Choices' which is a guide to living more sustainably. Lucy is also a member of the Delta Youth Climate Change group.

New cards to keep track of our carbon budgets

Sustainability South West's new carbon budget cards will help people to track their carbon footprint and reduce it. The cards are available in both English and Welsh and will be distributed to all households in the region. The cards will help people to understand their carbon footprint and how they can reduce it. They will also provide information on the different ways in which we can live more sustainably.

NEW scheme to help people save energy and reduce their carbon footprint

The new scheme will help people to save energy and reduce their carbon footprint. It will be available to all households in the region and will provide information on the different ways in which we can live more sustainably.

per cent this year and by around 30 per cent by 2017.

Sustainability South West's scheme, called **Fair Shares, Fair Choices**, claims to improve on the Government's recent Climate Change Bill by recognising the need for short-term action.

celebrate the launch of a new

Lucy said: "I have been inspired to raise awareness among the region's youth. In quite a few things, we can make a difference and improve our lives."



2007 The year the climate change message hit home...



Who we are

Jonathon Porritt

SSW President and Chair, UK Sustainable Development Commission

If our new Prime Minister has his way, it's all change in the English Regions. Regional Assemblies are to be abolished, Government Offices are being cut right back to a set of core strategic functions, and Regional Development Agencies (RDAs) are to be constituted as the official regional Planning



Bodies, and will take over responsibility for a new integrated strategy (both the Regional Economic Strategy and the Regional Spatial Strategy will disappear as such, and will be merged in one new strategy).

Local Authorities will continue to act as scrutiny bodies for the RDA (though exactly how, without an Assembly, it works, is a mystery), and RDAs will be expected to devolve a lot of their budgets and responsibilities down to the local level.

I wish I could tell you that this is all good news from a sustainable development perspective, but it isn't. The new combined Strategy will be almost exclusively economic – central government seems to have entirely forgotten the Regional Sustainable Development Frameworks it so enthusiastically pioneered a few years ago. As we know, RDAs have little if any democratic legitimacy at the regional level (with all appointments made by Ministers), which does make it difficult to see how they will fill this role properly. Which, yet again, makes the role of champion bodies such as Sustainability South West all the more critical. What this organisation already achieves – on a tiny budget – is astonishing, but it's going to have its work cut out over the next few years to keep the sustainability flag flying high in the South West.

Julian Dennis

SSW Chair and Director of Compliance and Sustainability, Wessex Water

This year we have all seen and heard the strongest messages yet that sustainability challenges, like tackling climate change, are of a magnitude and urgency the like of which we have never had to face before.

These messages have come to our members and staff team from expert speakers at our meetings; via scientific and economic reports and increasingly from the media. Most recently, at my family home in Cheltenham that has been without drinking water for the last seven days as a result of unprecedented summer rainfall in Gloucestershire, the message has literally hit home!



Surely then, this is the moment to respond to the tide of messages with action. Sustainability South West's activities during the 06/07 year have reflected this imperative by championing positive choices to reduce the worst impacts while we still can and to maximise the opportunities that a more sustainable way of life can bring.

I am aware of a growing consensus across the different sectors and interest groups. Sustainability South West will take that growing consensus and use it to support leadership at every level to move towards a more sustainable future for our very special region.

Our team

Someone recently described the messages in one of our responses as 'rather too gentlemanly' – ironic as we are currently an all female outfit! The nature of the comment though says a lot about the challenges of acting as the region's Champion Body for sustainable development. We are charged with being a 'critical friend' to organisations in the South West. No one has provided us with a book of etiquette for how to behave as an effective champion body and so we try a variety of ingredients. We've found that a mixture of sweet and sour can be called for!

As a team it's fair to describe us all as committed, conscientious and understanding but we are also irrepressibly passionate about seeing real progress and are often frustrated at the lack of confidence, courage and support for the action now so urgently required.

One thing we never ever do though is give up. Two things keep us motivated: the sheer brilliance of the concept of sustainability as a solution to the big issues we face in the 21st century and the fantastic support and goodwill our charity

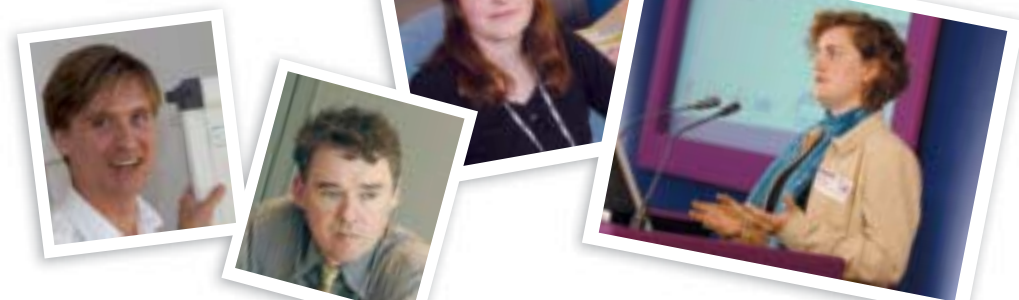
receives from our members and so many other individuals and organisations in all sectors. We do our very best to serve the region and aim to do justice to our membership, partner organisations and funding bodies.

Champions always look ahead with stamina and persistence, so look out – given the urgency of the sustainability agenda don't be surprised if we start to act a little more macho!

right: Freiny Miles (left), Public Relations & Administration Officer and Leslie Watson, Director



right (clockwise from left): Lynn Gibbons and Clare Mitchell, Project Managers Future Footprints; Lucy Goldring, Research Development & Appraisal Officer; Lesley Seymour, Project Manager Future Foundations; Sylvie Channon, Regional Liaison & Appraisal Co-ordinator; Ian Shergold, temporary Admin and Research Assistant; Andy Baker, SSW staff member until Winter 06.



The membership



Sustainability South West's membership brings together the experience and expertise of a wide range of sectors, each with a stake in sustainability. Members join as individuals – not as representatives of their 'day job' organisation but with an independent voice (even though their membership is informed by the professional positions they hold).

As a 'champion' of sustainability each member promotes sustainable development principles within their own area of influence. And being an SSW member gives them the opportunity to make new connections – engaging with people from different sectors, sharing understanding and best practice and finding consensus on the best way forward.

Membership is maintained at around 25 and is regularly reviewed to respond to the changing sustainability agenda.

(Members, Anita Longley and Brian Kennelly stood down during 06/07)

The Red in Tooth and Claw Businessman

Colin Drummond

Chief Executive, Viridor Waste Management

"The UK is a world leader in environmental solutions and the South West's emerging environmental technologies sector has a key role to play in helping to secure a low carbon economy fit for the 21st century. Business should embrace the opportunities arising from addressing climate change."



Colin Drummond

The Committed Campaigner

Mike Birkin

Regional Director, Friends of the Earth

"Across the South West there is a very impressive level of activity, with many communities showing real leadership in rising to the challenges of climate change. Our politicians should take heed and feel emboldened to take stronger action. But communities can only achieve so much on their own; they need support and resources if we are to see the maximum benefit of their pioneering spirit."



Gareth Allen



Mike Birkin

The Media Man

Gareth Allen

Producer, ITV Westcountry

"The media has a key role and you could argue a responsibility to communicate climate change. The issue has to be acted on by the masses – something the media has unrivalled access to. But a 'greenwash' approach telling people to change their light bulbs misses the point. Media must be better informed about the real challenges that lie ahead, more honest about what needs to be done and the consequences if we don't act soon. The problem with climate change as a news story is not its importance but its immediacy. News is reactive. When the floods come we'll be there – otherwise, we'll report stories that feel like today rather than the day after tomorrow."

The Regulator

Richard Cresswell

Regional Director, Environment Agency

"Never has looking after our environment been more urgent, important and high profile. Yet progress is still too slow. Many still think action should be taken by other people, or that their contribution is not worthwhile. We cannot afford to delay. Most people know what they should do. Now is the time for us all to take action, plus encourage others to take action too."



Richard Cresswell

The Economy Egg Head

Simon Hooton

Head of Policy, SW Regional Development Agency

"A sustainable economy does not take for granted the resources it needs to develop. A sustainable economy would look after the environmental and human capital that it relies on – just as it would with finance – so that it can continue to use those resources into the future. If we took this approach in the South West, we would be able to respond better to the enormous challenge of climate change."



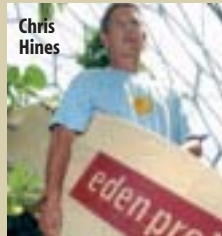
Simon Hooton

The Visitor Visionaries

Chris Hines

*Sustainability Manager,
Eden Project*

"Millions of people visit the region every year. If every one takes on even a little bit more awareness and makes even a small commitment to change and living in a more sustainable way then that is millions of actions and millions of changes."



Chris Hines



Mark Harold

Mark Harold

Regional Director, National Trust

"Thank you for choosing not to take a cheap flight abroad and for holidaying in the South West. Whilst here take time to slow down and feel the local experience. Enjoy the slower pace of walking or cycling or visit attractions by boat or train and make the journey as much fun as the visit."

The Local Government Champion

Philip Bostock

Chief Executive, Exeter City Council

"Local authorities throughout the region have a potentially pivotal leadership role in tackling climate change. Those in the forefront are already leading by example and working with their partners to stimulate awareness and action throughout their communities. There is a very long way still to go and the pace of change towards a low carbon economy and a sustainable way of living must rapidly accelerate if we are to rise to the awesome challenge of climate change. But local authorities have the democratic mandate, powers and influence to make a really significant contribution to this number one global priority."



Philip Bostock



Jackie Longworth



Judith Reynolds

The Equalities Champions

Jackie Longworth

Chair of the South West Trade Union Congress and Equality South West

"Climate change is not just an environmental issue it's a social one. The people who emit least carbon are the poor and the people who will suffer more from the consequences are the poor. Maybe the wealthy high carbon emitters should pay the full social, environmental and economic costs of their lifestyles, in ways which benefit others?"

Judith Reynolds

Director, Co-Active

"Support for social enterprise in the region advances the sustainability agenda, as all social enterprises have social

and environmental improvement goals at the heart of their business. The sector has led the way in social and environmental auditing of their activities, as well as providing vital and innovative services within their communities. It is with high hopes that we look forward to the establishment of a region-wide support service for social enterprise from April 2008."



Cate Le Grice-Mack (left) and
Bryony Houlden (second from right)

Democratic Voices

Bryony Houlden, *Chief Executive*
and **Cate Le Grice-Mack**, *Vice Chair*
South West Regional Assembly

"The Assembly wants to encourage all organisations and people in the region to work together to ensure a sustainable future. The broadly based membership – elected local authority members, and key stakeholders including those from business, environmental organisations and the unions – has enabled wide ranging debate and consultation resulting in the development of proposals with wide support across the South West. This is vital if we are going to deliver a bright future for generations to come."

The Commercial Connection

Sarah Morris

Assistant Director, CBI South West

"CBI members are agreed that significant opportunities for carbon saving exist in the areas of buildings related energy use, industrial processes, power generation and transport. Consumers should be empowered so that green consumerism becomes the norm."



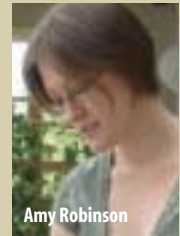
Sarah Morris

The Responsible Restaurateur

Amy Robinson

*Sustainable Development Manager,
Bordeaux Quay*

"Restaurants are significant consumers of materials and energy, and as such they have a great opportunity to make a significant reduction in their impact on the environment. Through really simple measures such as reducing water consumption, developing a good recycling system and sourcing local, seasonal ingredients they can help to minimise their carbon footprint and demonstrate to customers their commitment to a more sustainable future."



Amy Robinson

The Community Health Heroes

Brendan Yates

Consultant in Public Health, Department of Health

"Ultimately sustainability is about our long term well-being. So the link with the public health agenda is fundamental. In tackling climate change, a huge threat to our well-being, we should be supporting communities to adopt healthy, low carbon lifestyles eg walking and cycling for short journeys and eating fresh, local, nutritious food. There are plenty of mutual benefits to be gained."



Brendan Yates

Hazel Stuteley

*Connecting Communities
Co-ordinator*

"Many of us, as service providers, have lost sight of the role of our communities to deliver sustainable change for themselves. All we have to do is to create the enabling conditions. Key to this is to listen and deliver on their aspirations and priorities. Having listened to many of our most challenged neighbourhoods, the quality of their



Hazel Stuteley

environment, and issues like waste and energy saving are right up there amongst their top priorities. So let's make sure that sustainability is robustly integrated into all community development initiatives. The people do care and they will make it work!"

The Wildlife Warriors

Janette Ward

Regional Director, Natural England

"It is so important that we work harder to look after our natural environment in the face of environment change and unsustainable economic growth, both for its intrinsic value and equally because it is fundamental to achieving truly sustainable communities. People and Nature need to live as one."



Janette Ward

Louise Thornhill

Major Project Manager, One Planet Living, Natural England

"Both as individuals and organisations we rely on our environment to support our existence yet we continue to use the natural resources as though we have three planets worth. To flourish we must learn new ways to adopt 'one planet living!'"



Louise Thornhill

Paul Gompertz

Director, Devon Wildlife Trust

"I think most people in the South West are aware of the economic importance of the natural environment – and landscape is wildlife – but I don't think we appreciate the extent to which it is vital to our lives. Life in its entirety – from the smallest microbe to the soaring buzzard – makes our lives possible, from the air we breathe and the water we drink to flood control and waste disposal. In a very real sense, life is a single entity and we are part of it because of the particular way it has evolved. Lose it and we lose the basis for all our livelihoods."



John Blewitt



Tim Boyce-Watson

The Enlightened Educators

John Blewitt

Co-director of the MSc Sustainable Development at the University of Exeter

"The recent Leitch Report on skills shows the Government really means business when it talks of making Britain a highly skilled nation. What really needs to be emphasised, over and over again, is that central to this and to our long term survival, is sustainability. We need new skills, new knowledge and new capabilities to fashion greener enterprises, sustainable communities and ecologically minded citizens."



Paul Gompertz

Tim Boyce-Watson

Chief Executive, Learning South West

"Learning enables us to adapt and survive in a changing environment. We must ensure all learners can use their learning to embody the change required to re-create a sustainable world. We used to say 'Live and Learn' - now it's time we all 'Learn to Live!'"

The Energisers

Anita Longley

Head of Corporate Responsibility, RWE npower

"The move to a low carbon economy whilst maintaining affordable, secure supplies is the biggest challenge facing the energy industry. Customers and communities too have difficult choices to make about the best future generation mix – be it of coal, renewables, gas or nuclear."

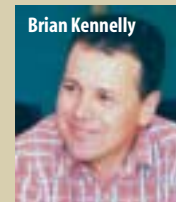


Anita Longley

Brian Kennelly

Managing Director, EarthEnergy Limited, GeoScience

"Whether you believe in climate change or not, it HAS to make sense to use our finite energy supplies sparingly. Building integrated renewables can make a significant reduction in grid demand, particularly heating solutions such as ground source heat pumps which can halve the energy consumption of new buildings through the use of renewable geothermal energy."



Brian Kennelly

The Government Link

Andrew Slade

Director of Sustainability and Rural Affairs, GOSW (SSW observer)

"A key objective for the Government Office for the South West is to ensure that the region develops in line with the principles of sustainable development. Working with Sustainability South West can help us deliver this – the region has a reasonable record in responding to the SD agenda, but there is a great deal more to be done."



Andrew Slade



Bob Bewley

The Heritage Champion

Bob Bewley

Regional Director, English Heritage (during 06/07)

"The environment is part of our heritage and changes to it must be based on our understanding of the past. Sustainable development means we must keep and enjoy those aspects of our heritage which local communities believe are important, as well as those which are nationally significant."

Our New Member

Paul Buchanan

Portfolio Holder for Economic Development and Deputy Leader, Somerset County Council

"Demonstrating leadership on sustainability is fundamental. As a councillor for Somerset County Council, and the County's Sustainability Champion, I take an active role in the region. With a strong private sector background that has taken me all over the world, I have seen first hand what can be done with the right support, education and encouragement from governments on energy poverty and environmental sustainability."



Paul Buchanan

CLlr Buchanan won the Green Energy Award for South West Politician of the Year for Championing the Environment. SSW would like to welcome Paul as our newest member.

Our mission

To champion action now to achieve a South West that is genuinely sustainable: healthy, productive, socially-just and living within environmental limits.

What we do

Promoting **leadership** for sustainability

In 2006-7 we:

- **Held our first 'Sustainability Summit'** addressing the themes of action on CO₂ emissions, local distinctiveness and the role of the region's media in promoting sustainability. Members, inspired by expert speakers, agreed the South West's 'Big Idea' on sustainability, leading to the development of the *Fair Shares, Fair Choice* initiative. (See box, p.7).

- **Calculated a 10 year carbon budget for the South West's leaders** based on the internationally recognised carbon reduction framework 'Contraction & Convergence'. The carbon budget is the basis of *Fair Shares, Fair Choice* and is being used to lobby the region's strategic agencies to take decisive action on carbon (see 'The future' p. 11). Contact us if you would like a copy of the budget.

- **Hosted the 2nd Local to Regional Sustainability Forum** to help inspire and support South West practitioners to take a lead in delivering genuinely sustainable communities. This annual event was part sponsored by Defra. (See www.sustainabilitysouthwest.org.uk/projects/local_to_regional for event report).



- **Championed leadership for regional sustainability through networks** including Partnership South West, the Regional Forum, the South West Climate Change Impacts Partnership (SWCCIP) and RegenSW.

- **Met the PM.** Our Director, Leslie Watson, was one of a select group invited to No 10 to mark International Women's Day. Our message to Tony and his senior women ministers was that failing to act on climate change will spell disaster for women and their families around the world.



right: Forum speakers with facilitator SSW associate Jeff Ligo.

Facilitating engagement with sustainability

In 2006-7 we:

● **Took our media relationship up a notch**, producing a bumper media edition of our news magazine *Sightings*. Sponsored by ITV West/Westcountry and Defra, *Sightings* Summer 2006 issued an invitation to the media to get more involved in our work (see www.sustainabilitysouthwest.org.uk/sightings). Our new flagship project *Fair Shares, Fair Choice* (see right) also stepped up the media engagement, with press releases, a promotional film and two 'meet the press' events in March 2007. Coverage generated included a double page spread in the Bristol Evening Post, radio and TV interviews and various articles in regional publications. (See www.sustainabilitysouthwest.org.uk/news for all SSW news stories).



Lucy Stansfield, the South West's Young Climate Change Champion joins Leslie at the Bristol launch.

right: recent editions of our news magazine *Sightings*.



● **Redeveloped the Regional Sustainable Development Framework (RSDF)** Guided by a cross-sector working group, SSW coordinated the redevelopment of the RSDF. This was relaunched as an online awareness raising and decision-making tool called the *Sustainability Shaper* in January 2007. (See www.shapersw.net and below right).

● **Supported more sustainable consumption** launching a new Consumer Guide to packaging as a follow up to the *Pioneers of Packaging Awards* (available at www.sustainabilitysouthwest.org.uk/projects/pioneers_of_packaging). Thanks to our sponsors – Defra, the Environment Agency, the South West Regional Assembly and the Local Government Association.



● **Ran practical, awareness-raising workshops**, including sessions with English Heritage staff, National Trust property managers and SW Regional Development Agency staff.

● **Contributed to a host of regional and local events and networks** including Every Action Counts, the Regional Environment Network, the South West Protected Landscapes Forum, Horizon South West, the Local Sustainability Group for the South West and Purbeck District Council's Environment Week.

Fair Shares, Fair Choice

In 2005 Defra challenged all UK regions to come up with a 'Big Idea' for sustainability. Championing a 'fair and safe' carbon budget for the South West, including a personal carbon share for its residents, was selected by SSW as a fitting response to the urgent sustainability priority of climate change.

Based on the global 'Contraction & Convergence' CO₂ reduction framework, *Fair Shares, Fair Choice* (FSFC) invites people and organisations to sign up to the principle of fair and safe carbon shares for all. FSFC's 2007 fair share for individuals is 4.2 tonnes, reducing to 3.2 tonnes by 2017. To be on target to meet both personal and regional budgets, the region needs to reduce its collective carbon

spending by a third by 2017.

The FSFC website offers support from a team of 'carbon coaches' and a forum for sharing 'low-carb' stories. After a successful launch in March 2007 FSFC has already attracted hundreds of supporters – from schools and local authorities to businesses and South West celebs!

SSW are pressing regional leaders to adopt our carbon budget (see *The future*, p.11) with the ultimate aim of supporting the South West to live and work within a fair and safe carbon share.

FSFC is funded by SWRDA, English Heritage and Defra.

Join the FSFC low carbon movement at www.fairsharesfairchoice.com



below: Virtual penguins offer help to schools and community groups.



The Regional Sustainable Development Framework – the Sustainability Shaper

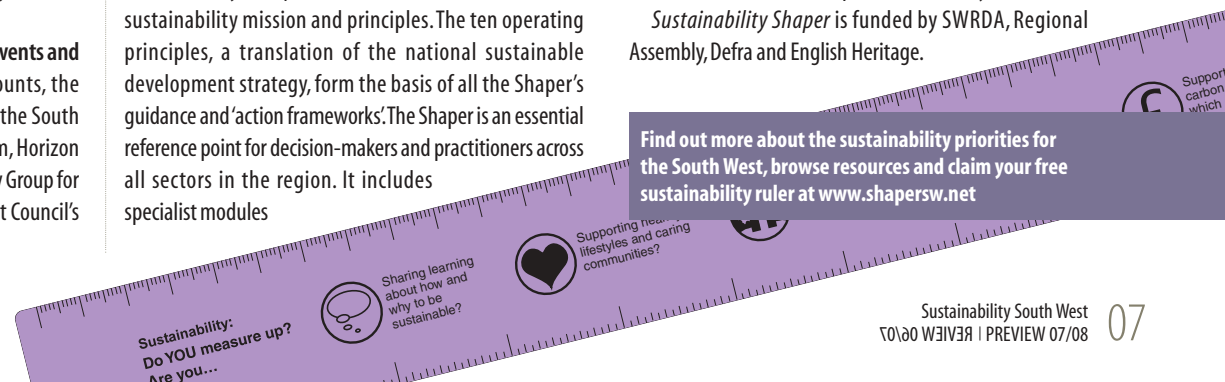


The Regional Sustainable Development Framework – the *Sustainability Shaper* – houses the South West's sustainability mission and principles. The ten operating principles, a translation of the national sustainable development strategy, form the basis of all the Shaper's guidance and 'action frameworks'. The Shaper is an essential reference point for decision-makers and practitioners across all sectors in the region. It includes specialist modules

in key areas including economic development, sustainable communities and leadership for sustainability.

Sustainability Shaper is funded by SWRDA, Regional Assembly, Defra and English Heritage.

Find out more about the sustainability priorities for the South West, browse resources and claim your free sustainability ruler at www.shapersw.net



What we do

Championing policy and partnerships that deliver **action** on sustainability

In 2006-7 we:

- **Delivered Defra sponsored support for local authorities.** This included supporting Wiltshire and Dorset County Councils in embedding sustainability into their draft Sustainable Community Strategies. We also assisted South Gloucestershire Council in identifying opportunities for strengthening sustainable development through the delivery of their Local Area Agreement. This work involved running facilitated workshops with members of Local Strategic Partnerships and council officers.

Our services

Sustainability South West (SSW) can offer tailored advice and support to organisations in the public, private and voluntary sectors. Our services include:

- **Sustainability Appraisals and Commentaries** – drawing on our considerable experience, we can assess your strategies, plans, policies, practices or projects and provide clear sustainability recommendations.
- **Training Sessions and Workshops** – we can help to demystify sustainability issues through engaging activities matched to your specific needs.
- **Bespoke Presentations and Events** – we have a wealth of knowledge, expertise and speakers available through our extensive networks.

"SSW's workshop informed our members about sustainable development and improved their understanding of the regional and national context."

Exeter Local Strategic Partnership

- **Matchmade Regional Development Agency (RDA) staff with sustainability** designing a *Sustainability Matchmaker* project appraisal tool and appraising all 11 of the RDA's Directorate and Area Team business plans, providing sustainability recommendations.



- **Shaped the Regional Assembly scrutiny of the RDA** including facilitating a debate on sustainable energy and inputting to the review of 'Quality of Employment Opportunity'.

- **Reviewed the RDA led 'Hand in Hand' Awards.** In liaison with regional stakeholders, these broad environmental awards were reviewed with recommendations being made for a future regional sustainability awards scheme.

- **Appraised the region's draft Fisheries Strategic Action Plan** concluding that to achieve its vision of a truly sustainable South West fisheries industry, the plan needs to address the fundamental issue of declining fish stocks and unsustainable fishing methods.

- **Provided resources to support 'carbon action plans'.** The *Fair Shares, Fair Choice* website, launched March 2007, (see p. 7) offers individuals, organisations and community groups ideas and inspiration for taking positive carbon cutting action. Workplace resources include a guide to developing a Carbon Action Plan along with practical ideas for reducing CO₂ emissions and best practice examples. Resources have been backed by interactive staff workshops, led by SSW.



Future Foundations Leading the Way

Future Foundations has successfully assisted the Regional Assembly to integrate key sustainable construction policies into Regional Planning Policy. The preparation of a South West Regional Spatial Strategy (RSS) provided a great opportunity to ensure the region's planning system is supporting sustainable construction.

Future Foundations launched the South West Sustainability Checklist for Developments (www.checklistsouthwest.co.uk) and steered a study that provided evidence for Zero Carbon Development policies in the South West. Both are now integral to the South West planning system. We have provided tools, practical definitions and solutions for planners and developers to adopt sustainable construction.



The online South West sustainability checklist for developments.

Small organisations of contractors and designers also saw much sustainable construction action. *Future Foundations*, in collaboration with Working Well Together campaign, regional partners and Constructing Excellence SW, provided free advice days looking at five priorities of sustainable construction to over 400 small businesses in the South West region.

Reducing construction waste and adopting resource efficiency is critical to sustainable construction. *Future Foundations* worked with Civil Engineering Contractors Association SW, with support from SW Regional Development Agency, to look at site waste management plans and the implications for construction waste in building the South West's infrastructure.

To further promote sustainable construction to professional, private and commercial sectors and help deliver RSS sustainable construction policies, *Future Foundations* is now preparing a new three year business plan of its proposed activities. *Future Foundations'* progress report will be available from autumn 2007 and for a regular update contact: lesleyseymour@sustainabilitysouthwest.org.uk

For more on sustainable construction see www.futurefoundations.co.uk

Future Foundations (2006-8) is funded by SW Regional Development Agency, Environment Agency, SW Regional Assembly and Government Office SW.



futurefootprints

Keeping the South West special

Future Footprints is the South West's sustainable tourism campaign, encouraging visitors to the South West to 'keep the South West special'. In 2006/07, activities focused on the three key messages:

- Buy local, try local – encouraging local purchasing
- Explore what's on your doorstep – promoting car free days out
- Look for the Leaf – raising awareness of the Green Tourism Business Scheme

Looking ahead...

In 2007, a summer postcard campaign for children, with a prize of 'creating and naming your own ice cream flavour', will provide a media hook and platform to communicate the local food message. *Future Footprints* is also exploring further partnership working with transport providers, local food advocates and the emerging Destination Management Organisations to maximise reach and impact.

For more information on *Future Footprints*, email: info@futurefootprints.org.uk or go to the website: www.futurefootprints.org.uk

The website re-launched in May, to reflect the revised focus on visitor intermediaries; provided support, campaign resources and information to help communicate the *Future Footprints* messages to visitors. The campaign supported over 300 tourism businesses, worked with several local and district authorities and liaised with over 100 attractions and information centres. The delivery of a media campaign also helped to raise profile, together with a calendar of visitor facing events and activities including the Bath and West Show and Devon and Cornwall Celebration of Food.

Future Footprints worked in partnership with key regional agencies to embed its messages in visitor-based communication and activity, and supported the wider sustainable tourism agenda, contributing to various forums including Real Tourism and SWCCIP tourism group.

Future Footprints is funded by SW Tourism and Natural England with support from the Eden Project and Government Office SW

Future Footprints

Draw your best day out



Early entries for the *Future Footprints* summer postcard competition.

Thanks

Sustainability South West (SSW) would like to thank its funders for 2006/2007, without whom our work would not be possible.

Defra

Eden Project

English Heritage

Environment Agency

Government Office for the South West

ITV West and Westcountry

National Trust

Natural England

South West Regional Assembly

**South West of England
Regional Development Agency**

South West Tourism

Very special thanks to those SSW members who support the organisation as Trustees:
Julian Dennis (chair), Richard Cresswell, Simon Hooton, Bryony Houlden, Louise Thornhill, Janette Ward

And welcome.... to new Trustees Cate Le Grice-Mack and Paul Gompertz

Sustainability South West also gratefully acknowledges the help of the following individuals and organisations for their invaluable help and assistance during the year:

Adrian Jowett; Alan Watson; Alice Owen; Andy Baker; Andy Barron; Andy Jordan; Andy Youl; Aubrey Meyer; Ben Rowe; Bronwyn Hill; Caren Thompson; Carole Bond; Carolyn Norfolk; CECA SW; Colin Fudge; Colin Skellett; Constructing Excellence SW; Craig Frost; Dave Simpson; David Howard; David Maynard; Diana Mompoloki; Dick Maule; Donna Sibley; Emily O'Connor; Esme Ward; Everyone at SWRDA for hosting SSW 2000-2007; Future Footprints Steering Group; Future Foundations Steering Group; Gareth Thomas; Genesis Project; Geoff Edgcombe; Grete Howard; Helen Ripper; Hilary Howell; Ian Rodderick; Ian Shergold; ICE; Jane Ashley; Jane Lavick; Jane Thompson; Jeff Ligo; Jim Price; Jo Hall; Jonathan Coe; Jonathan Coombe; Kate Hall; Katherine Trengrove; Kerry North; Lauren MacDonald; Libby Grundy; Liz Bailey; Liz Brinkley; Liz Duke; Liz McGrath; Lucy Stansfield; Lynne Ceeney; Lynne Hawkins; Malcolm Reeves; Manda Brookman; Marie Arthur; Marion Cooper; Mark Ellis Jones; Mark Lynas; Mark Robins; Matthew Spencer; Matthieu Havard; Mike Twomey; Mike Wilkins; Neil Warren; Nick Harrison; Nick James; Nicola Builder; Nikki Prince, Richard Haigh and students at Coombeshead College; Olivia Desborough; Oz Osbourne; Pam Gough; Paul Lear; Paul Russell; Paul Vare; Pete Grigorey; Peter Laybourn; Phil Harding; Phipps Design (Peta and Nick Phipps); Rachel Malone; Richard Hoggett; Richard Knight; Roger Covey; Roger Orchard; RSDf Steering Group; Rupert Taylor; Sally Tonkin; Sandra Rothwell; Satish Kumar; Simon Dix; Simon Roberts; Simone Caulker; Staff at Bordeaux Quay; Staff at Dartington Hall Trust; Staff at EvolvIT; Staff at Nameless; Staff at the Met Office; Staff at Platform 1 and Moonshine Internet; Staff at Salt Media; Staff at the Winter Gardens; Steve Marriott; Tim Floyd.

Financial information

	Unrestricted funds 2007 (£)	Restricted funds 2007 (£)	Total 2007 (£)	2006 (£)
Incoming resources from generated funds				
Voluntary income				
Investment income and interest	1,362	0	1,362	1,031
Incoming resources from charitable activities				
Sponsorship and service level agreements	1,000	0	1,000	144,341
Grants received	144,351	147,298	291,649	94,461
Fees received	54,208	0	54,208	15,551
Refunds	256	0	256	310
Total incoming resources	201,176	147,298	348,474	255,695
Resources expended				
Charitable activities	162,422	167,483	329,905	240,334
Governance costs	12,811	0	12,811	8,780
Total resources expended	175,233	167,483	342,716	249,114
Net incoming resources	25,943	-20,185	5,758	6,581
Reconciliation of funds				
Total funds brought forward	44,498	64,309	108,807	102,226
Total funds carried forward	70,441	44,124	114,565	108,807

Sustainability South West Limited, Statement of Financial Activities (including Income and Expenditure Account) for the year ended 31st March 2007.
A copy of the full audited accounts is available by written request to Sustainability South West (see back cover for address).
Chartered Accountant and Registered Auditor: Dick Maule, Bristol Community Accountants.

The future

As the region's independent sustainability champion, the context in which Sustainability South West (SSW) works has shifted. The big sustainability issues – climate change and peak oil, social equalities at home and abroad, natural resource depletion – are moving from the margins to the mainstream, to the here and now. The South West, with the fastest growing population of all the UK regions, must rise to the challenge of delivering *genuinely* sustainable communities.

SSW wants to continue to:

- Support the region's leaders to drive forward sustainable solutions
- Facilitate stakeholder engagement with sustainability
- Champion action from everyone before it's too late

In pursuing these aims, we are indebted to our funders and hope that they continue to feel that we represent good value for money!

A new Prime Minister and the current review of regional arrangements is an opportunity to put sustainability at the heart of our plans if we are to rescue a truly sustainable future for the South West. We look forward to playing our part.



SSW members and staff, at their 2007 Sustainability Summit, promoting a '2 degree rescue plan' to support action on climate change.

Key activities 2007-8: a preview

The key focus for Sustainability South West in 2007-8 is promoting decisive action on climate change. We've already used our *Fair Shares, Fair Choice* 'regional carbon budget' (see p. 6) to inform our response to both the proposed national Climate Change Bill and emerging regional climate change action plan. Our recent 2nd annual Sustainability Summit concluded that strong leadership over the next few years is required to avert a 4.5 degrees hotter climate scenario. We'll be turning our regional carbon budget into a '2 degree rescue plan' to promote immediate action in the South West.

Other SSW activities 2007-8:

- Promoting the delivery of healthy and productive networks of urban green spaces in the region, with financial backing from Defra, Natural England and English Heritage.
- Extending our Defra sponsored work to support a range of local authorities to embed sustainability into Sustainable Community Strategies, Local Area Agreements and more widely through Local Strategic Partnerships. We'll also be helping Government Office South West staff to maximise their contribution to delivering the Government's sustainable development agenda.
- Producing *Sustainability Now* – a new monthly e-bulletin supporting our championing and 'critical friend' roles by highlighting sustainability progress along with unsustainable trends. For editions to date, please visit www.sustainabilitysouthwest.org.uk/sustainability_now

An invitation...

We are your independent regional sustainability champs, here to act as a 'critical friend' for the common good. Join us in our mission to champion action now to achieve a South West that is *genuinely* sustainable (healthy, productive, socially-just and living within environmental limits).

You can:

- Keep on top of regional sustainability by signing up to receive free SSW updates (see over)
- Use the *Sustainability Shaper* as a day-to-day guide for your decision-making and activities (see www.shapersw.net)
- Let us know what sustainability action you're involved in and any barriers you're coming up against (see over for contact details)
- Get involved in our projects – *Fair Shares, Fair Choice, Future Footprints, Future Foundations* and *Pioneers of Packaging* (see 'What we do', pp. 6-9, for how)
- Take advantage of our wide range of services (see p. 8)
- Contact us if you are interested in becoming a 'Friend of SSW' (see our website for details)

Publications, resources and websites

Sightings

Our twice yearly free newsmagazine focusing on sustainability in the South West. Please contact us if you would like to be added to our mailing list. Back issues are also available on request and to download on our website.

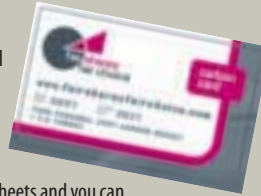


Fair Shares, Fair Choice

www.fairsharesfairchoice.com

Join the low carbon movement! *Fair Shares, Fair Choice* invites people and organisations to sign up to the principle of 'fair and safe' carbon shares for all.

Online resources and downloads include practical ideas and challenges for reducing your CO₂ emissions, a carbon calculator, certificates and individual and group worksheets and you can claim a free personal carbon card! To receive copies of our resources by post, please contact us.



Sustainability Now

Our monthly e-bulletin championing sustainability in the region as well as highlighting moves in the wrong direction. Contact us to be added to our distribution list and see our website for editions to date: www.sustainabilitysouthwest.org.uk/sustainability_now/

www.sustainabilitysouthwest.org.uk

You can get the latest about SSW, our work and position on key sustainability issues on our website.

Sustainability Shaper

www.shapersw.net

The Regional Sustainable Development Framework has been redeveloped as an online tool called the *Sustainability Shaper*. The Shaper houses the region's sustainability mission and principles and is an essential reference point for decision-makers in all the region's key sectors. Browse the site to find out more about the sustainability issues for the South West.

Sustainability Ruler

Sustainability on a stick! See whether you 'shape up' with our DIY sustainability checklist! Contact us for a free ruler.



postcards to room cards, as well as posters that businesses can customise with local information. The website also contains a series of case studies and best practice examples to support visitor intermediaries in sustainable tourism activities. In addition, there is some general information for visitors to the South West. *Future Footprints* is running a series of competitions and campaigns – related resources and information are all available on the website.

Future Foundations

www.futurefoundations.co.uk

Find out more about the *Future Foundations* Sustainable Construction Charter and make a pledge to the charter on-line!

South West Sustainability Checklist

www.checklistsouthwest.co.uk

The South West Sustainability Checklist is a new free online tool for master planning sustainable developments in the South West. (More information about use of the checklist is available by emailing info@checklistsouthwest.co.uk) *Future Foundations* supported BRE and WWF in developing the SW Checklist, and took a key role in this national project.

Local to Regional

Event reports from our annual *Local to Regional Sustainability Forum* event (held in association with the Local Sustainability Group South West), including this year's report on *Inspiring Sustainable Communities... for Real*, are available on our website – see www.sustainabilitysouthwest.org.uk/projects/local_to_regional/

Email us at info@sustainabilitysouthwest.org.uk or phone us on 0117 900 1751 if you would like to be added to our distribution lists to receive free copies of *Sustainability Now*, *Sightings* and future annual reviews.

Many of our free resources (including publications and back issues and a guide to our services) are available to view or download from our website: www.sustainabilitysouthwest.org.uk

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Sustainability:
Do YOU measure up?
Are you...

